

Sasha Verma

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EXPERIENCE

TBWA\Chiat\Day / Copywriter, Social Creative

AUG 2016 - CURRENT

Responsible for ideating, developing, and presenting creative to clients, overseeing execution on live shoots, running social capture and execution through a campaign's life, and managing junior creatives. Heavily integrated with strategy and production teams.

Clients: Airbnb Global, Intuit QuickBooks, Blue Diamond/Almond Breeze.

Stradella Road / Lead Content Writer

JUL 2014 - AUG 2016 (2y 2m)

Developed campaign tone and voice, led creative brainstorms, wrote and edited social copy, video scripts, website copy, and other written content. Led a team of writers and managed the workflow of a small creative department.

Clients: Hulu (brand), Netflix, Disney Theatrical, WB Interactive.

AntFarm / Freelance Social Creative Strategist

FEB 2014 - JULY 2014 (6m contract)

Wrote creative and developed content strategy for theatrical and home entertainment campaigns and pitches.

Ayzenberg Group / Social Creative Strategist

MAY 2012 - JAN 2014 (1y 9m)

Wrote social creative, developed and managed content calendars, and led a team of community managers for gaming clients.

EDUCATION

California State University, Los Angeles*

ENGLISH MAJOR / HISTORY MINOR

*Early Entrance Program (EEP) : Started college at 14 y old

NOTABLE WORK

QuickBooks Rebrand '19

Launched Danny Devito as the new face and voice of QB.

Bronze Clio '18

Launched artist Willa Amai via QuickBooks #BackingYou campaign.

Variety's Music For Screens Commercial Sync Award '18

QuickBooks #BackingYou feat. Willa Amai

Selected Presenter @ SXSW '18

Represented Chiat Day at the YouTube House presentation.

Airbnb 2.0 Product Launch '16

Lead social writer for product launch of Airbnb Experiences

Airbnb #LiveInTheMovies 2.0

Lead writer on award winning campaign.

CLIENTS + PROJECTS

Airbnb, Intuit QuickBooks, Blue Diamond / Almond Breeze, Hulu (Brand), Netflix (Titles), Disney Studios + Interactive, WB Studios +Interactive, Paramount Studios, Starz Digital, Focus Films, The Weinstein Co, Sony Pictures. *Specifics upon request.*